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Rapporteurs :

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Dr. Russayani Ismail

Universiti Utara Malaysia



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ALTERNATIVE REVENUE FOR UNIVERSITY : EFFECTIVE UTILISATION OF TALENTS AND FACILITIES

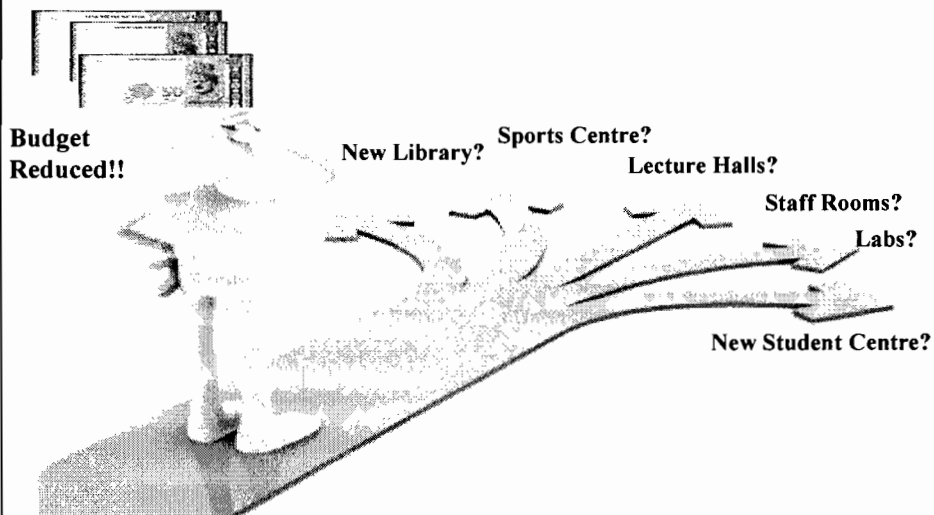
by

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PROBLEM STATEMENT





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DIVERSIFYING REVENUE STREAMING



- Pricing
- Financial Management
- Alumni
- Embracing Technology
- Commercialisation of R&D
- Systems and Structures
- Facilities



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EMBRACING TECHNOLOGY

GROWTH

- New expectation of the students
- Flexible learning styles
- Empowering Student
- Improved Staff Student ratio
- Free application and modules
- Global extension

Review: Cost Vs ROI



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EMBRACING TECHNOLOGY

REDUCE COST OF ADMINISTRATION

- Entry to Exit processes
 - Daily operation – reducing face to face
 - Cutting down the level of bureaucracy
 - Paperless and Paper less
 - Flexible employment
 - Awesome customers experience with less staff
- Barriers** – legacy, “business as usual” culture



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COMMERCIALISATION

- Abundant talents not properly utilised
- Alignment with faculty to reduce IP leakage
- Policies well placed & accepted
- Entrepreneurial behaviour
- Students projects to be patented/commercialised
- Industries in university
- Create spin off companies - equity sharing



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COMMERCIALISATION

BARRIERS

- Conflict of Culture (Academic Vs Business)
- ROI (Blue Sky Vs Applied)
- Cost of Innovation
- Cost to maintain Patents and IP
- Valley of Death
- Stakeholders Priority



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SYSTEMS & STRUCTURES

- Effective governance structure
- Reduce bureaucracy
- Simpler and faster process flow
- Multitasking and flexible job skills
- Financial tracking mechanism
- Strategic Alumni office





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ASSETS & FACILITIES

- Academic facilities – lecture halls, seminar rooms
- Sports facilities
- High end labs – testing, validation
- Hostels, Multipurpose Halls, Convention Centres
- Retails, Advertisements
- Professional services



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WAY FORWARD

- Alternative revenue for growth
- Abundant talents in university
- Optimise the usage of space & facilities
- Business not as usual
- Revisit systems, structure, process
- Culture
- Start with the “low hanging fruits”



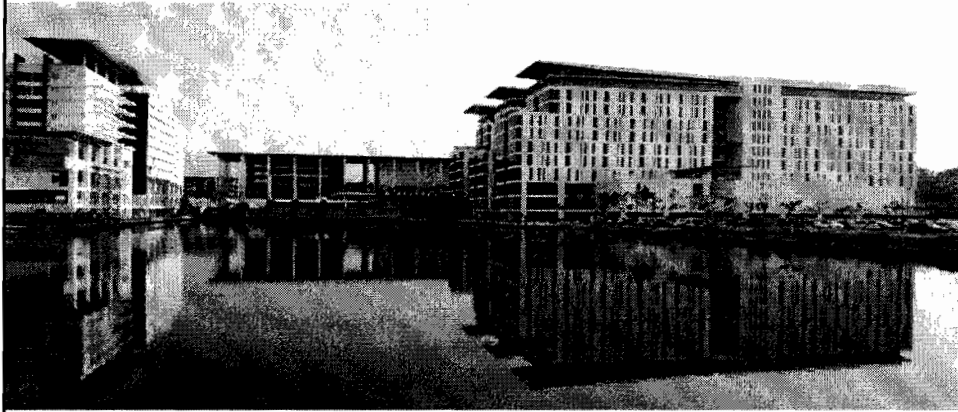
**BEWARE : Pushing too much for external resources
might shift academic priority, learning
support, value, community engagement**



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TAYLOR'S LAKESIDE CAMPUS



THANK YOU